Canada Issues “Stella” Stamps July 5

On July 5, Stella, one of Canada’s most popular children’s characters, went on a new adventure, as Canada Post celebrated children’s literature with two new stamps that are taking Stella across Canada.

A creation of award-winning author and illustrator Marie-Louise Gay, Stella is featured in many books and a television series based on those stories. The TV program currently airs on Disney Junior Canada. Together with her little brother, Sam, and pet dog, Fred, Stella makes new discoveries on her imagination-filled adventures.

“Children’s literacy is a fundamental part of our future,” says Jim Phillips, Canada Post’s director of Stamps Services. “The exciting adventures of a character like Stella spur the imaginations of our kids. These stamps are just one way to highlight the positive influence these great stories have on our children.”

“It’s a great honor that my art has been chosen to appear on stamps,” says Ms. Gay. “I think it’s a sign that the art created for children’s books is recognized as an important medium that leads to visual literacy and changes one’s vision of the world.”

The stamps are based on original watercolor artwork from the *Stella* books and depict the character playing in a tree and sitting with her brother and dog reading a story.

The Stella stamps are the second in Canada Post’s Children’s Literature series. Canada Post reported that last year’s stamps featuring Franklin the Turtle were immensely popular.

The Stella stamps measure 32mm x 32mm with simulated perforations. The “Permanent” domestic stamps are printed by Lowe-Martin on Tullis Russell paper using seven-color lithography. The stamps are pressure sensitive and the Official First Day Cover featured a cancel from Stella, Ont.

Four million stamps featuring Stella were issued in 10-stamp booklets. Also available are a souvenir sheet (above) and postcards featuring the images from the stamps.